

Cover Sheet for Request for Proposal
RFP # 030121
PROFESSIONAL CONSULTANT SERVICES
DOWNTOWN ACTION PLAN

If you are submitting a Response to this
Request for Proposal, please:

1. Appropriately label your documents in a sealed envelope or box;

And

2. Deliver the sealed documents to the Office of the City Clerk;

And

3. Be certain that your submittal is date and time stamped by the Office of the City Clerk, which is located in City Hall, 1 E. First Street, Reno, Nevada.



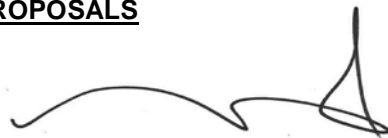
CITY OF RENO
Purchasing Division
P.O. Box 1900
Reno, NV 89505
(775) 326-6658
(775) 334-2409 fax
woodm@reno.gov

Date: February 1, 2016

RFP 030121

REQUEST FOR PROPOSALS

Sealed proposals will be received until 3:00 pm local
time (Reno) at the Reno City Clerk's Office, 1 East
First Street, Reno, NV 89501 on
March 1, 2016



Marcie Wood, Purchasing Technician

In accordance with Nevada Revised Statute 332,
the City of Reno, Nevada is currently accepting sealed Proposals for
Professional Consultant Services, Downtown Action Plan

Technical questions regarding this solicitation may be directed to Bill Thomas, at thomasb@reno.gov copied to woodm@reno.gov. All communications regarding this RFP must be submitted in writing via e-mail, fax, or written correspondence to Marcie Wood, Purchasing Technician. This Request for Proposal is made per N.R.S. Chapter 332. The anticipated contract is by its nature a contract not adapted to award by competitive bid pursuant to NRS 332.115, and award of any contract is within the discretion of the governing body.

Per the attached Terms, Conditions, and Requirements

Company Name _____
Address _____
City _____
State _____ Zip Code _____
Telephone _____
Fax _____
E-mail _____

In compliance with this Request for Proposals and
subject to all Terms and Conditions thereof, the
undersigned offers and agrees, if the Proposal is
accepted, to furnish any or all of the items or services
listed herein at the fees and terms stated. I also
acknowledge receipt of 20 pages of this RFP

Signature _____
Print Name _____
Print Title _____

**SUBMIT ONE (1) ORIGINAL, THREE (3)
COPIES, AND ONE (1) ELECTRONIC COPY OF
PROPOSAL.**

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RFP SCHEDULE

Schedule of Events	Date
RFP Released	February 1, 2016
Last Day to Submit Questions	February 16, 2016
All Addendums to be Posted to reno.gov by	February 18, 2016
Sealed Proposals Due to City of Reno	March 1, 2016
Proposed Award Date by City Council	April 13, 2016
Initiation	April 14, 2016
Completion of Downtown Action Plan	November 1, 2016

The City of Reno reserves the right to modify this schedule at The City of Reno's discretion. Notification of changes in the RFP due date, deadline for questions will be posted on The City website at <http://www.reno.gov/business/bids-rfps> or as otherwise stated herein. Changes in any other anticipated dates will not be released unless deemed necessary at the sole discretion of the City of Reno.

Description of Scheduled Events

RFP Released – The City of Reno will release the RFP document and any subsequent addenda, via the best method available. The best method of distribution of the RFP will be in descending order as follows: E-mail, Facsimile, placement on City of Reno website, USPS Mail. In addition to the direct distribution of the RFP, all RFP documents including any subsequent addenda will be available on the City of Reno's website at: <http://www.reno.gov/business/bids-rfps>.

Deadline For Questions – The deadline for any questions concerning the RFP is February 16, 2016 at 3:00 pm local time (Reno). Any questions submitted after the deadline will not be responded to by the City of Reno. All questions and subsequent answers will be posted on the City of Reno website no later than February 18, 2016 by 5:00 PM local time (Reno) if feasible.

All Addendums to be posted by – All addendums to the RFP shall be posted to the City of Reno's website reno.gov no later than 5:00 p.m. local time (Reno) on February 18, 2016. All proposals submitted for this RFP must have all addendums attached and acknowledged. Any proposal that does not include the addendums is subject to rejection.

Sealed proposal due to City of Reno – The due date for the sealed RFP response is March 1, 2016 at 3:00 p.m. local time (Reno). All proposals received after the date and time set for receipt will not be considered and will be deemed REJECTED. The City will not consider or be responsible for errant delivery or late performance by courier service.

1) GENERAL TERMS AND CONDITIONS

a) NOTICE OF RIGHTS

- i) The City of Reno reserves the right to reject any or all proposals or any part thereof and to waive any informalities or irregularities.

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- ii) The City of Reno reserves the right to require such surety as may be deemed necessary for the protection of the City of Reno, or to ensure the satisfactory performance of a contractor in accordance with the requirements of the proposal.
- iii) The City of Reno reserves the right to award in whole or in part, by item, group of items, or by section where such action would serve the City's best interest. Proposals identified on the basis of "All or Nothing" will be excluded from consideration.
- iv) The City of Reno is a tax exempt public entity and is not subject to federal excise, state, or local taxes. No additional taxes may be added or "passed through" as a result of any agreement.
- v) Proposals which appear unrealistic in terms of technical or service commitments, lack of technical competence or competence in the provision of services, or are indicative of failure to comprehend the complexity and risk of this contract, may be rejected.
- vi) The content of this RFP shall become part of the contract by reference. Any exceptions must be specifically noted in the proposal submitted.
- vii) All materials submitted to the City will become property of the City. Proposal materials will be retained for official files and will become public record as required in accordance with Section 332.061 and Chapter 239 of Nevada Revised Statutes.
- viii) All proposals submitted shall be held confidential until the proposals are considered by the governing body. Upon consideration by the governing body, proposals are subject to public information requests unless the proposal or specific parts are identified by contractor as "proprietary information" or "confidential business information" as defined by N.R.S. 332.025.
- ix) The validity, interpretation, effect and/or any disputes regarding the contract for equipment and/or services is governed by the laws of the State of Nevada.
- x) The successful proposer agrees to provide the purchased goods and/or services at the costs, rates, and/or fees stated. No other costs, rates, and/or fees shall be payable to proposer for proposal implementation. Any misrepresentation shall be treated as fraudulent concealment of true facts.
- xi) At the City's sole discretion, the City may conduct a standard background investigation on any prospective proposer, including the principals of any proposer entity.

b) PREPARATION OF PROPOSALS

- i) Proposals must be submitted in accordance with any document attached hereto and made an integral part hereof.
- ii) Proposers are expected to examine these documents carefully. Failure to do so will be at proposer's risk.
- iii) Proposals should be proofread carefully for any errors.
- iv) Any irregularities or lack of clarity in any of the proposal documents attached hereto should be brought to the attention of Marcie Wood, Purchasing Technician as soon as possible so that corrective addenda may be furnished to all proposers.
- v) Alterations/erasures must be crossed out and the corrections thereof printed in ink or typewritten adjacent thereto. Corrections must be initialed in ink by each person signing the proposal.
- vi) In the case of a difference between written words and figures, the amount stated in written words shall govern.
- vii) Proposers are instructed to use City forms as applicable and complete the requested information fully, i.e., pricing, schedules, specification description, exceptions, disclosure of principals, etc. Failure to do so may be cause for rejection. If additional space is needed, attach additional sheets referencing the appropriate section. Proposers are expected to closely read the terms and conditions and provide a

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binding signature of Intent to Comply in Attachment A, Affidavit of Non-Collusion in Attachment B, and Statement of Debarment, Attachment C. Failure to delineate and/or return Attachment A, B, or C may be cause for proposal rejection.

- viii) RFP responses shall be signed by an official authorized to legally bind the proposer, with a printed name and title.

c) SUBMISSION OF PROPOSALS

- i) Proposers are cautioned to include as part of the proposal all technical and descriptive data necessary for evaluation. Failure to do so may result in disqualification.
- ii) All forms and addenda thereto shall be intact and enclosed in an envelope plainly marked with the proposal number and title. No proposals will be accepted by electronic transmission except as provided within this RFP
- iii) The City of Reno will not be responsible for the premature opening of a proposal not properly addressed or identified.
- iv) All proposals received after the date and time set for receipt will be REJECTED and marked DO NOT OPEN-LATE PROPOSAL.
- v) When a bond is specified, such bond will be acceptable only as issued by a reputable solvent surety company.
- vi) Reno Municipal Code, Section 4.04.020 requires that any business operating within the City of Reno is required to possess a valid City of Reno business license. Be advised that upon award of a contract/agreement to perform services for the City of Reno, a current business license must be in your possession before commencing business.
- vii) The City of Reno is an Affirmative Action/Equal Opportunity Employer. Proposers shall be cognizant of the requirements for compliance with Executive Order 11246, entitled "Equal Employment Opportunity" as amended by Executive Order 11375 and as supplemented in regulations of the U.S. Department of Labor (41 CFR part 60).

d) WITHDRAWAL OF PROPOSALS

- i) Proposals may be withdrawn by written or electronic notice, provided such notice is received prior to the date and time set for receipt.
- ii) Notice of withdrawals received after the proposal opening will not be considered.

e) RFP EVALUATION

- i) The City of Reno intends to consider an award of a contract to the proposer(s) whose proposal reflects the best interest of the City. The City may, in addition to considering all information in the Response to the RFP, consider the following:
 - (1) The ability, capacity and skill of the proposer to perform the contract or provide the service required;
 - (2) Whether the proposer can perform the contract or provide the services promptly, and within the time specified without delay or interference;
 - (3) The character, integrity, reputation, judgment, experience, and efficiency of the proposer;
 - (4) The quality of performance on previous comparable contracts;
 - (5) The previous compliance of laws and ordinances by the proposer;
 - (6) The financial responsibility of the proposer to perform the contract or provide the service;

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- (7) The limitations of any license the proposer may be required to possess;
 - (8) The quality, availability, and adaptability of the product or service;
 - (9) The ability of the proposer to provide future maintenance, service, and support;
 - (10) The number and scope of conditions attached to the proposal;
 - (11) The life cycle, maintenance and performance of the equipment or product being offered;
 - (12) Such other factors as may be deemed relevant as to the best value.
- ii) The resultant contract may not be assigned, transferred or delegated, along with any rights, obligations or duties without prior written consent by the City of Reno.
 - iii) The City of Reno shall reserve the right and privilege to accept or reject any or all proposals offered, based solely on the judgment of City of Reno staff as to the value of the offers to the City of Reno.
 - iv) The resultant agreement may be extended at the discretion of the City, if determined to be in the best interest of the using agency.

f) FUNDING OUT CLAUSE

- i) In the event the City of Reno fails to obligate requisite funds for the ensuing fiscal year(s) for payment of amounts due against an agreement resulting from this solicitation, necessitating cancellation of the agreement, the successful proposer(s) shall agree to hold the City of Reno free from any charge or penalty. Any resultant contract is subject to the availability of appropriated funds.

g) INSURANCE REQUIREMENTS

- i) Successful proposer(s) shall procure and maintain Comprehensive or Commercial General Liability Insurance (occurrence form) covering personal injury, death, and property damage from a carrier licensed to do business in the State of Nevada with a Best rating of A.VII or above. Minimum acceptable policy limits shall be in an amount of not less than two million dollars (\$2,000,000), combined, single limit, occurrence based policy, in a form satisfactory to the City. A certificate of insurance evidencing said coverage shall be supplied by the successful proposer upon request, naming the City as an additional insured under the liability policy. The liability policy shall contain a provision that such policy shall not be cancelled until thirty (30) days prior written notice of cancellation has been received by the City for any reason other than non-payment of premium and for non-payment of premium at least ten (10) days prior written notice.
- ii) Unless waived in writing, proposer shall, at its expense, obtain and keep in force a policy of fire, theft and other perils insurance covering its and the City's structures and contents.
- iii) Successful proposer shall upon request, deliver to City of Reno evidence of worker's compensation as required by the State of Nevada.

h) MINORITY STATUS

- i) Has this firm been certified as a minority, women-owned, or disadvantaged business enterprise by any governmental agency? Yes _____ No _____ If yes, specify agency: _____ Date of Certification: _____. The above is for information only. The City of Reno encourages minority, women, or disadvantaged business enterprise participation; however, no preferences shall be given.

i) NOTICE TO DISABLED PERSONS

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- i) The City of Reno will make reasonable accommodations for disabled persons who wish to submit proposals. Contact Jill Olsen, Assistant Finance Director, for arrangements.

j) SUBMITTAL INSTRUCTIONS

- i) Technical questions regarding this proposal should be directed to Maureen McKissick, City of Reno at mckissickm@reno.gov and Marcie Wood, Purchasing Technician, at woodm@reno.gov.
- ii) Proposers shall submit:
 - One (1) original proposal, three (3) copies, and one (1) electronic copy, of their proposal to:
City of Reno
Office of the City Clerk
Attention: Purchasing Division
1 East First Street
P.O. Box 1900
Reno, NV 89505
- iii) **Proposals shall be clearly marked RFP # 30121 Professional Consultant Services, Downtown Action Plan**
- iv) Proposals must be received no later than 3:00 p.m. local time March 1, 2016 at the Reno City Clerk's Office. Proposals received after the time and date set will not be considered. The City will not consider or be responsible for errant delivery or late performance by courier service. **Proposers are cautioned that the City of Reno courier receives mail from the U.S. Post Office at approximately 7:15 a.m. Monday through Friday with the exception of holidays. Proposals that are not received by the courier the morning proposals are due will be considered late.**
- v) Proposals are to be prepared in such a way as to provide a straightforward, concise delineation of capabilities to satisfy the requirements of this RFP. Emphasis should be concentrated on conformance to the RFP instructions, responsiveness to the RFP requirements, and on completeness and clarity of content.
- vi) Company Profile/References.
 - (1) Proposers shall provide a profile of the company, including, but not limited to:
 - (a) Ownership, state of incorporation, date, etc.
 - (b) Location of office(s).
 - (c) Number of employees.
 - (d) Company background and history.
 - (e) Dun and Bradstreet number.
- vii) Proposers must provide a minimum of five (5) references for a similar project performed for clients within the last ten (10) years. Information provided should include, but not be limited to:
 - (1) Customer name.
 - (2) Customer project manager.
 - (3) Project description.
 - (4) Starting and ending project dates.
 - (5) Types of services provided.
 - (6) Staff assigned to project.
- viii) In addition, the City may consult with other known customers and may consider their comments in the evaluation.
- ix) Negotiations may, at the City's sole option, be separately conducted with the best qualified proposer. The evaluation committee may use these negotiations to determine which proposer has had adequate opportunity to present its proposal, including a thorough discussion of services, clarifications, and modifications requested of the proposer by the evaluation committee. The consultants will consider all

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relevant factors in the aggregate for each proposal and select the proposal which reflects the best value for the City.

- x) The City reserves the right to negotiate the final terms of the contract with the selected proposer's prior to signing the contract.
- xi) Proposers submitting proposals should note that it is entirely within the City's discretion in this procurement to determine if a proposal reflects the best value for the City. The best value for the City is dependent upon many factors, including without limitation, price and ability to recoup all expenses of operations. However, the City reserves the right to select any proposal regardless of price.

k) PRICING PROVISIONS

- i) Proposers are cautioned to identify any and all costs associated with their proposal. Failure to do so may be cause for disqualification.

l) DEFAULT OF CONTRACT

- i) In case of default by the proposer, the City may procure the product(s) or service(s) from other sources and hold the proposer responsible for any excess cost occasioned thereby.

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2) SPECIFIC DETAILS AND CONDITIONS

The purpose of this RFP is to obtain proposals from qualified individuals, firms, or consultant teams interested in creating a tactical plan of action to address specific conditions in downtown Reno, Nevada. For purposes of this R.F.P., downtown Reno is defined as the area within the City of Reno Downtown Police Special Assessment District boundaries. (See attachment E)

BACKGROUND: Reno began as the preferred crossing point of the Truckee River, an inland river that flows west to east from Lake Tahoe to Pyramid Lake, for travelers on their way to the California gold rush of the late 1840's and 50's. With the discovery of the Comstock Lode in the nearby Virginia City foothills in 1859, the river crossing became increasingly important for the growing trade in mining and agriculture. Reno was officially established in 1868, the same year that the transcontinental railroad, which paralleled the Truckee River, reached the town. In 1874, the University of Nevada was founded as a land-grant university, and in 1885, the primary campus was built on a rise of land overlooking Reno from the north. From its inception, the University was an integral component of the young town's identity and contributed to Reno's reputation as a cultural center. This was reflected in Reno's nickname, "Biggest Little City in the World," which arose as a result of the wide range of cosmopolitan amenities in a city of its relatively small size. At one square mile, the downtown continues to be a relatively small size.

Reno became a quickie divorce destination in the early 1900's and in 1931, Nevada legalized gambling. Reno was a front runner in creating the model of destination hotel/casino gaming – a model which has been replicated throughout the world. Virginia Street, the primary north/south arterial through downtown, developed into a commercial center of moderately-scaled, locally-owned destination hotel/casinos and retail stores. The transcontinental Lincoln Highway (now 4th street), passed through the heart of downtown and many motor lodges sprang up on either side of the Virginia Street core to support booming post-war automobile tourism. For most of the 20th century, tourism and the gaming-and- entertainment industries formed the backbone of Reno's economy. They also drove land uses, entitlements and development patterns in the downtown which are still in existence.

During the 1970's, two significant infrastructure developments occurred: 1) in 1974, Interstate 80 was constructed 20 feet below grade on the north side of the historic downtown, forming a "Grand Canyon" which divided the University from the city, disaffected the historic residential neighborhoods surrounding downtown, and supplanted the Lincoln Highway, eroding the market for motor lodges along the corridor; and 2) in 1978, multiple "big box" high-rise casinos started being built in a four-block-square section of the downtown core – replacing the smaller casinos and capturing automobile tourism. By 1985, the character of Reno's downtown was fundamentally changed: it had a much larger, more impersonal scale, was primarily oriented around cars, and had very few residential areas.

In 1983, the City established Redevelopment District One (RDA1) which encompasses a large portion of downtown Reno. Intended to generate tax increment funding that would serve as a redevelopment tool, RDA1 accomplished a range of projects through 2009, the majority funded through revenue bonds backed by RDA1 funding. Since 2009, RDA1's revenues have underperformed and are not sufficient to meet the debt obligations. Proposers to this RFP should be aware that there is no expectation for this insufficiency to improve for an indefinite period of time.

INVESTMENTS: Over the course of the last 20 years, the City has implemented a variety of programs and capital projects aimed at improving conditions and increasing activity in the core. These include:

- Starting in the mid-1990's, the City designated the southern section of downtown as an arts district and assisted in kicking off Artown, a month-long festival which used venues in and near the core to host art events, including live performances and exhibits. Artown continues to thrive and attracts tens of thousands of residents and visitors every year to its hundreds of art events. To further enhance a sense of place, the City purchased and installed a number of distinctive public art pieces in the district.
- A massive public works project in 2001-2004 lowered the at-grade railroad tracks 35 feet as they passed through downtown, creating new opportunities for redevelopment.
- From 2001-2008, the City installed wider sidewalks, street trees and lighting fixtures along numerous downtown streets
- In 2004, the City established a special events program through which it provides annual funding and in-kind support for dozens of special events hosted downtown. Special events are a significant economic driver, attracting millions of tourists annually.

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Despite these investments, Reno's urban core today is not particularly pedestrian-friendly or conducive to street-level retail activities. Ironically, after massive private investments in expansion, the "big-box" high rises' property values nose-dived between 2006 and 2012; today, the downtown casino properties are worth approximately 10% of the value they held earlier. Their devaluation has disaffected other property values downtown, further disincentivizing re-investment.

CURRENT CONDITIONS: There is good news and there is bad news. First, the good news. Starting in 2001, multiple new cultural amenities and economic centers began emerging on the edges of downtown, and along and south of the Truckee River which forms downtown's southern border. These include a white-water kayak park; a vibrant river walk district with coffee shops, bars, restaurants, theaters, and a concentration of start-up businesses; a fine art museum and a children's discovery museum; a new restaurant, retail and gallery district ¼ mile south of downtown, known as Midtown; an urban ballpark and brewery district to the east of downtown; a Burning-Man fueled artist community to the west of downtown; and, a renaissance of the pre-war neighborhoods that border downtown that dovetails with an increased public valuation of the area's historical heritage.

Since 2011, an increasing number of young adults and active retirees who relocated to Reno have expressed a desire to live and/or work in downtown. Attracted by the quality of life (e.g. 30 minutes from Lake Tahoe, access to a Tier 1 University, the vibrant arts scene, a sunny climate, and a relatively affordable cost of living), these growing demographic groups are breathing new life into the downtown. Three residential condominium buildings have come online – two repurposed from former "big box" hotel/casinos on the west edge of downtown and one which was new construction along the river – and are fully occupied by residents (but ground floor retail remains mostly vacant or highly subsidized).

Now, for the bad news. Downtown Reno faces some significant challenges. While parts of it, described above, have been successfully redeveloped, other parts – primarily in the core – lag far behind. This disparity is reflected in the gaming/tourism establishments. Of the remaining casino/hotels located in the core, four continue to operate and two are being remodeled into non-gaming hotels, but one large property is in bankruptcy and another is being repurposed into weekly motel rentals, adding to the excess of weekly motels occupying the dilapidated historical motor lodges along 4th Street. There are numerous vacant sites and blighted structures scattered throughout the core. There is persistent poverty and homelessness which affects potential revitalization, particularly given the concentration of weeklies which provide cheap housing to low-income populations and transients.

During the next 2-3 years, there will be two substantial infrastructure projects and one planning project which may afford new opportunities for revitalization: the Virginia Street corridor will be improved, both aesthetically and from a transit perspective, and the University will be redeveloping its "gateway" area which will create a new, pedestrian-friendly connection to the downtown. This project is a result of the University and the City's desire to re-establish their historic connections. During the same period, there is the potential to create policies that will support downtown revitalization: the City will be completing a comprehensive update to its Master Plan and zoning code, reviewing land uses and zoning Citywide, including the downtown core and surrounding neighborhoods.

In light of these factors, their timing and the acute sense of urgency by officials and the public to see improvements downtown, the City is interested in creating a tactical plan with a laser focus on achievable results which will improve conditions through short- and long-term interventions in downtown Reno. Through the Master Plan focus groups and 3 separate community surveys in the last 2 years, our citizens have expressed consensus on their vision for a "clean and vibrant" downtown. The City will be able to produce a report for the consultant(s) which summarizes all the inputs received. The City believes that these inputs comprise the "**what**" of the issues that need to be addressed:

Vision/Goal Statement	Clean	Vibrant
	Downtown is a safe and aesthetically pleasing place to spend time	Downtown is filled with people at all hours with lots of activity options
Possible strategies		
	– Address crime – Address homelessness	– Increase walkability – Increase the connection

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	<ul style="list-style-type: none"> - Address weekly motels - Address blight - Undertake beautification projects, e.g. landscaping, signage, street trees, decorations 	<ul style="list-style-type: none"> between downtown and the University community - Increase connectivity: transit, parking, avenues for access - Improve programming of public spaces - Preserve the historic fabric, where feasible, by creative re-adaption - Increase retail options - Increase entertainment options - Attract new demographic groups, especially young professionals and active retirees - Increase housing options - Increase office space
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The City seeks a consultant or consultant team which can assist with the “**how**” of a future Downtown Action Plan, specifically:

- Select and prioritize specific actions or strategies to achieve the goals listed above
- Frame realistic timelines for interventions, with a focus on 18-month and 5-year time horizons
- Identify which entities will focus on which goals
- Quantify the funding which will be needed to achieve the goals
- Develop a granular implementation process with accountability

PROJECT BUDGET: The project budget for the Downtown Action Plan will not exceed \$100,000. Interested consultant(s) should provide a scope of work and a budget for undertaking the project. The consultant(s) should keep in mind current economic conditions and be as efficient as possible in this process. The consultant(s) also should identify ways to use local resources to help minimize the expenses associated with project tasks.

The City intends to select a consultant or consultant team and begin work on the Downtown Action Plan in April 2016. In order to potentially align the Downtown Action Plan with the Master Plan update and because of the sense of urgency in the community, the timeline to complete the Downtown Action Plan is approximately six (6) months.

TASKS: The City of Reno, Nevada is requesting proposals for the development of a tactical plan of action to address conditions in downtown Reno, Nevada. The consultant(s) will assist with the creation of short-term (<18 months) and longer-term (< five [5] years) tactics and strategies the City can undertake which will specifically:

1. Mitigate blight
2. Address vacant properties
3. Address weekly motels
4. Address homelessness
5. Stimulate re-investment
6. Beautify selected areas
7. Improve walkability and connectivity, including transit, parking, and pedestrian access
8. Increase the connection between downtown and the University community
9. Increase programming of public spaces
10. Preserve the historic fabric downtown, where feasible, through creative re-adaption
11. Increase entertainment options
12. Attract new demographic groups, especially young professionals and active retirees
13. Increase retail options
14. Increase housing options

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15. Increase office space

The consultant (s) will be expected to analyze, understand and consider existing documents, plans, ordinances, and other existing conditions in relation to possible tactical alternatives. The consultant (s) will develop an implementation plan, with timelines and budgetary implications, as one of the deliverables of the Downtown Action Plan.

In addition to coordinating closely with City staff, the consultants(s) will be expected to coordinate closely, including participating in meetings, with key agencies, including, but not limited to, the Reno Redevelopment Agency Board, the Regional Alliance for Downtown, and other downtown organizations and property owners, as appropriate. There is also the potential that some public participation forums, e.g. charrettes, town halls, will be conducted to further identify and prioritize issues as well as obtain citizens' consensus for the proposed Downtown Action Plan.

RESOURCES AVAILABLE: Below are links to the City of Reno's current Master Plan and Development Code along with attachments and a number of supporting documents, including the University of Nevada, Reno's recently approved Master Plan:

1. The City of Reno Master Plan
<http://www.reno.gov/government/departments/community-development-department/master-plan>
2. City of Reno Zoning Information – Annexation and Land Development
<http://www.reno.gov/government/departments/community-development-department/zoning-information-annexation-land-development-adopted-pud-spd-handbooks>
3. University of Nevada, Reno Master Plan (2014)
<http://www.unr.edu/provost/strategic-and-master-planning-2014>
4. Reno 2012 Cultural Master Plan
<http://www.reno.gov/home/showdocument?id=20882>
5. Reno Strategies for Open Space and Greenways Plan
<http://www.reno.gov/home/showdocument?id=7203>
6. Reno 2015 Master Plan Update, Community Profile
www.reno.gov/reimaginereno
7. Reno 2015 Master Plan Update, Downtown Reno Profile
www.reno.gov/reimaginereno
8. ReTRAC Corridor Study
<http://www.reno.gov/government/departments/public-works/past-projects/retrac/corridor-study>
9. Reno Redevelopment Plan
<http://www.reno.gov/government/departments/economic-development-redevelopment-agency>

The city link to the RFP includes access to each of these documents.

QUALIFICATIONS REQUIREMENTS: The City of Reno requires individuals, firms or consultants teams to meet the following minimum qualifications:

1. An aggregate of ten (10) years' experience in providing services that include but are not limited to developing and drafting Downtown Action Plan tactics and strategies;
2. An aggregate of ten (10) years' experience in analyzing demographic and economic trends and their associated implications on urban tactics and strategies;
3. Knowledge of the City of Reno Master Plan and related documents;
4. Knowledge of the University of Nevada, Reno's approved 2014-2024 Master Plan update;
5. Research and consultation on best practices and policies that support the revitalization of Reno's urban core and maintain the unique, historic character of Reno;
6. Knowledge of best practices and policies that will enable the City's Downtown Action Plan to complement the Reno Master Plan update and the University of Nevada's approved 2014-2024 Master Plan;

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7. Ensure that key personnel assigned to provide professional services are accessible and will be available to perform the professional services in coordination with City staff.

SCOPE OF WORK: Once selected, the consultant(s) will meet with City staff to provide detail to the scope of work and define specific tasks and deliverables to be provided by the consultant(s). The scope of this project is to create a tactical Downtown Action Plan. The Downtown Action Plan encompasses the development of specific strategies and actions that the City can undertake to address a range of conditions in the downtown core, including timelines, budgetary implications, and the establishment of a framework for implementing and monitoring the new Action Plan over a 5-year time horizon, with emphasis on what can be accomplished in the next 18 months.

The selected consultant, firms or consulting teams will be expected to perform all technical and other analyses necessary to complete the scope of services. The consultant will receive general direction from the Assistant City Manager and will be administratively responsible to the Revitalization Manager. The resulting updates should include, as necessary, illustrative maps, tables and graphics. The updates should reflect and incorporate all of the city's existing related plans. The scope of services shall specifically include, but not be limited to:

1. Creation of a new Downtown Action Plan, specifically to include:
 - a) Tactics and strategies to address challenges related to:
 - Blight
 - Vacant properties
 - Homelessness
 - Weekly motels
 - b.) Tactics and strategies to address opportunities related to:
 - Stimulate re-investment
 - Beautify selected areas
 - Improve walkability and connectivity, including transit, parking, and pedestrian access
 - Increase programming of public spaces
 - Increase entertainment options
 - Attract new demographic groups, especially young professionals and active retirees
 - Increase retail options
 - Increase housing options
 - Increase office space
 - c.) Select and prioritize specific actions or strategies to achieve the goals listed above
 - d.) Coordinate with key downtown agencies and property owners
 - e.) Potentially conduct public participation forums
 - f.) Frame realistic timelines for interventions, with a focus on 18-month and 5-year time horizons
 - g.) Identify which entities will focus on which goals
 - h.) Quantify the funding which will be needed to achieve the goals
 - i.) Develop a granular implementation process with accountability

Services required of the consultants, firms or consultants teams shall be personally provided by the principals of the consultant as identified in the response that shall be specified in the Professional Services Agreement between the consultant or consultant firm and the Authority.

Any reports, information, data, statistics, procedures, studies, or other form of communication or information provided by the consultants, firms or consultants teams shall be the exclusive property of the City of Reno.

Consultants, firms or consultant teams shall provide all equipment and personnel needed to fulfill the scope of services.

DELIVERABLE PRODUCTS: The consultant should provide ten (10) copies of the Downtown Action Plan, including color maps to the City. All data and information that has been collected through the process shall be provided in

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digital and hard copies. All documents must be available in electronic format, text in MS Word and Adobe PDF. Any future land use maps shall be provided in pdf and GIS format.

PROPOSAL SUBMITTAL REQUIREMENTS: Each proposal shall use 8 ½ x 11" sheets (foldouts are acceptable for charts, sample plans, etc), and shall include one (1) original, three (3) copies, and one (1) electronic copy. The proposal shall be placed in a sealed envelope and marked clearly on the outside "RFP-Downtown Action Plan, City of Reno."

Proposals should include the following nine (9) sections:

1. Cover Letter
2. Statement of Project Understanding
3. Qualifications of Firm/Project Team
4. Strategy and Implementation Plan
5. Organization and Staffing Plan, if applicable
6. Timeline
7. References
8. Fee Proposal

Additionally, responses are required to contain the following information:

1. A description of how the individual, firms, or consultant firms will carry out the scope of services described in this RFP including the City's expected goals and outcomes. The response should include the method to be utilized to update the City on a monthly or more frequent basis on the progress of the professional services.
2. The name, address, telephone and fax numbers, and e-mail address of the individual, firms, or consultant teams.
3. A general description of the capacity of the individual, firms, or consultant team, including type of work performed and key personnel.
4. A minimum of five (5) references of current or former clients and representative projects undertaken in the last ten (10) years demonstrating experience relevant to this request. Provide a contact person's name, title, address, phone number and e-mail address.
5. The name and title of the individual(s) who would be assigned responsibility for performing the services on behalf of the City. Submit resumes for each identified individual. Identify if any professional has ever been called to testify in relation to the professional's own conduct; disciplined, cited, disbarred, censured, or subject to investigation or license suspension by any court, jury, or professional committee or association. Identify if a client has ever sued the professional. If so, please provide details. Identify any complaints pending.
6. A list of current clients.

The successful consultant or firm will be expected to execute a Professional Service Agreement with the City and to provide evidence of the required insurance.

SELECTION FOR INTERVIEWS: Following the submittal deadline on January 29, 2016, the City may announce the "short list." It is anticipated that the "short list" could consist of 2-3 potential individuals, firms, or consultant teams, depending on the number and quality of proposals received. At that time, a notice will be issued to the selected individuals, firms, or consultant teams so that they may prepare both written and oral presentations for the interview process.

INTERVIEWS: Interviews will be limited to 45 minutes of presentation followed by 30 minutes for questions. Only the principals assigned to the project should make presentations. A local committee will rank the finalists in order of

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preference based on written and oral presentations per the evaluation parameters contained in the proposal request.

EVALUATION CRITERIA: Submittal evaluations will be done in accordance with the criteria and procedure defined herein. Firms selected for oral presentations will be chosen on the basis of their apparent ability to best meet the overall expectations of the city. The Reno City Council reserves the right to reject any and all submittals. The following factors will be used to evaluate the submittals (in no particular order of priority):

- Responsiveness of submittal to the RFP
- Experience in preparation of downtown action plans
- Understanding of the project and the objectives
- Experience in integrating economic development and implementation strategies
- Consensus building experience working with diverse communities
- Associated financing strategies for downtown tactics identified
- Necessary resources
- Required skills
- Demonstrated capability
- Cost estimate and provides greatest value to the community

CONFIDENTIAL MATERIAL: All materials submitted in response to this RFP shall ultimately become public record and shall be subject to inspection after contract award. "Proprietary or Confidential Information" is defined as any information that is not generally known to competitors and which provides a competitive advantage. Unrestricted disclosure of proprietary information places it in the public domain. Only submittal information clearly identified with the words "Confidential Disclosure" and placed in a separate envelope shall establish a confidential, proprietary relationship. Any material to be treated as confidential or proprietary in nature must include a justification for the request.

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ATTACHMENT A

TERMS AND CONDITIONS COMPLIANCE

I have read, understand, and agree to comply with the Terms and Conditions as specified in the Request for Proposal.

Any exceptions must be documented.

Yes _____ No _____

Signature

Exceptions:

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ATTACHMENT B

AFFADAVIT OF NON-COLLUSION

I, _____ (name of party signing this affidavit and proposal form),
_____ (title) do depose and say that _____ (name of
firm) has not, either directly or indirectly, entered into agreement, participated in any collusion, or
otherwise taken any action in restraint of free competition with this contract.

Signature

Date

Witness

Date

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ATTACHMENT C

DEBARMENT AND/OR SUSPENSION

Federal Mandatory Submittal

As required by Executive Order No. 125 49, Debarment and Suspension, and implemented at 34 CFR Part 85, the proposer certifies that it and its principals are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily exclude from transactions with any Federal Department or Agency.

Signature

Date

Print Name

Title

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ATTACHMENT D

Acceptance of RFP Requirements

Please acknowledge the requirements listed within RFP 030121 and any exceptions below:

Signature _____

Name _____

Title _____

Company Name _____

Date _____

Exceptions to the RFP Mandatory Requirements, if any:

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ATTACHMENT E

New Downtown Police Special Assessment District

